



**FAR EASTERN UNIVERSITY**  
Institute of Accounts, Business and Finance  
**BUSINESS ADMINISTRATION**



**SOCIAL ENTERPRISE BUSINESS PLAYBOOK**  
**on**  
**MentaliCare: Lifestyle Awareness is Psychological Preparedness**



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## **Vision and Values**

The vision of Mentalicare is to provide healthy living programs that foster social-emotional growth, avoid mental health issues, and solve existing social-emotional problems. Mentalicare accomplishes this by promoting appropriate mental health treatment to teenagers, children, families, and others, by encouraging mental health services for people who need them, and by helping to aim for results in improving mental health with all people.

MentaliCare vision is having a strong determination to succeed. It defines a society that we think we should contribute to, one in which everyone's mental health is significantly improved. They recognize that depression, like a medical problem, is a medical cure disorder that can affect everyone, that it can be prevented, but those who struggle from it can improve mental health. We create and provide education and support programs that are proven to be reliable and productive in meeting the state's evolving needs. They collaborate with others to exploit our mutual strengths, reflecting our respect for cooperation and our reputation as a successful team.

### **MentaliCare values are the set of core beliefs that guide a actions and behavior**

- Mental health is essential to personal well-being, and is fundamental to achieving a healthy, balanced, and productive life.
- Targeting the public market and specific consumers that want to cater to services that offer mental health aiding and needs.
- Mentalicare gives us a technique to help people experiencing depression, anxiety etc.
- People will continue to ignore talking about mental illness and finding care until we foster cultural awareness of mental illness, as well as empathy and acceptance of people dealing with the illness.
- The purpose of Mentalicare is to prevent, and people with mental illnesses should be involved in all aspects of the process – decisions, therapies, group therapy, and medication regimens.

## Organizational Structure



As a startup business, MentaliCare wanted to lessen its labor costs. Therefore, these employees are the most needed and required positions in order to start their operation. Aside from having missions and visions, implementing an organizational structure is also influential. According to Ingram (2008), organizational structure provides clarity about human resource positions such as managerial authority. (Ingram, 2008) Having this structure also shows transparency and gives the means of growth for every employee. In layman's terms, this organizational structure shows the hierarchical flow of responsibility while creating the means of how the communication flows inside the company. George Root said that this can also have a direct effect on the business' productivity. (Root, n.d.)

### **A. Chief Executive Officer**

As we all know, CEO is the highest rank in a company whose responsibility is to create major organization decisions, managing the overall

business operation including the resources. (Hayes, 2020) MentaliCare's CEO will also have this accountability.

## **B. Financial Manager**

A financial manager will oversee overseeing the financial resources and making sure that their financial aspect is in a good position. (CareerExplorer, n.d.) MentaliCare's Financial manager will produce financial reports for the information of the organization. They will be developing a strategy that will benefit the company.

## **C. Information Technology Head**

Since MentaliCare will produce an application that will provide online telemedicine, they will be needing an information technology head who will be responsible to facilitate storing the beneficial data needed in developing an application.

## **D. Human Resource Head**

In MentaliCare, the human resource head will be in charge of managing the overall life cycle of their employees. They will be the one to recruit, hire, and also provide training for them.

## **E. Marketing Head**

The Marketing Head will be responsible for advertising and branding of MentaliCare. They will create an essential plan in order to publicize the existence of it.

## **F. Application Developer**

They are responsible for developing the application and care for maintenance of the overall function of the application. They will modify different source codes for the making of the software.

## **F. Medical Professionals**

A psychiatrist has a medical degree and advanced knowledge about providing therapy and medications that will be a great help to treat people with complex mental health conditions. (Healthline, n.d.) A psychologist will work better on understanding a person's thoughts and behavior. These experts will be the one to provide advice for MentaliCare's market.

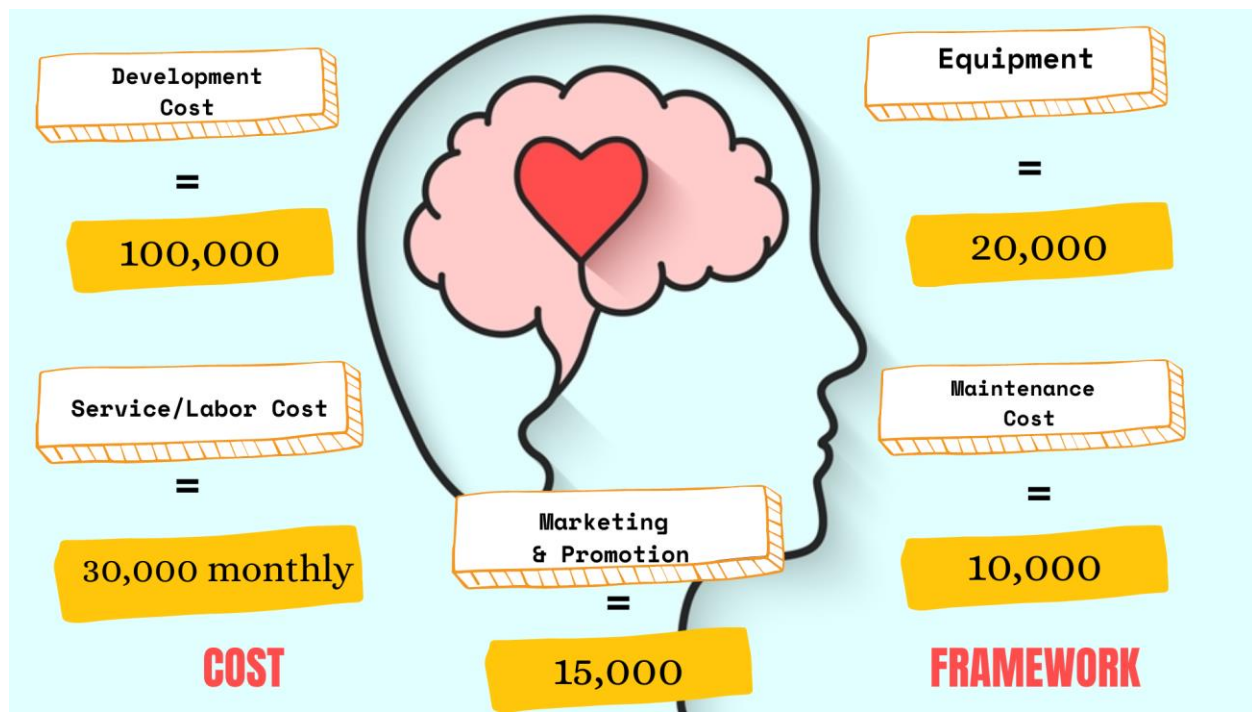
### **Business Processes**

The business Process presented is for the consultation application business MentaliCare. These processes are the guidelines and the structured functional activities that help the business to achieve their goals and objectives.

- 1) **Administration** - This includes the management of the operations of MentaliCare. The decision-making process and organizing the business is the responsibility of the administration
- 2) **Marketing Strategy** - This is where the promotional activities and sales are involved. In MentaliCare the strategy is to have more promotional activities by using social media and by pursuing a great approach to gain a larger market that MentaliCare can give help to.
- 3) **Operations** - This is where the planning and strategies are being applied. This part is where the professionals are creating and collaborating with the administration on how to approach the different kinds of patients.
- 4) **Customer Service** - This is the most crucial part with the business process of MentaliCare, this is where the professionals are giving their needed services for the patients that reached the consultation process of MentaliCare. The professionals should be careful and mindful while dealing with the patients, MentaliCare does create a good environment for the consultation services that they offer.

- 5) **Information Security** - This is an important part for MentaliCare to protect the rights and identity of the patients. MentaliCare assures their patients that the consultation sessions and their identities are confidential between them and the business.

### Cost Framework



The presented cost framework shows the budget and costing that MentaliCare needs to operate and to maintain their great service and operations for the patients of MentaliCare. MentaliCare's cost framework is divided into 5 segments of costs that can help the management in their planning, implementing, and evaluating the business.

- 1.) **Development Cost** - This budget is what is needed for the application MentaliCare to be launched. Under the development costs are the; Pre-research stage, design stage, and testing & deployment stage.
- 2.) **Service/labor Cost** - With this cost this is where the professionals' salaries are involved with the services that they offer for the patients of MentaliCare.

3.) **Equipment** - For the services that MentaliCare offers the business needs equipment for the business to operate.

4.) **Maintenance Cost** - Applications like MentaliCare always need to be updated with their new features and to ensure its compatibility in every device.

5.) **Marketing & Promotion** - This is for the promotional activities that MentaliCare needs to reach more people in need with the services that MentaliCare offers this will also help the business to get more sale

### **Management Controls**

How does MentaliCare create a controlled and low risk working environment?

MentaliCare needs to identify the specific risk and hazards that would possibly affect the management plans and allocated resources of the business. MentaliCare aims to create innovative mental health policies, effective management plans that are cost-efficient and at the same time creating an application that is convenient and technology competent for future users of the platform.

Below is a table that shows the importance in creating a well-controlled working environment for the employees and how these specific segments affect the workplace in the future.

| Management Control                | Strategy Towards the Indicator                 | Achieved Action and Process Corrected                                                                                                   |
|-----------------------------------|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Employee Training and Development | Education Classes and Wider Work Opportunities | Better work and duty performance in the workplace will be created and reduce mistakes while at the same increase employee productivity. |

|                                            |                                                                     |                                                                                                                                                |
|--------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Mobile Application/Platform                | Optimize and Improve App Performance                                | Consumers of the market prefer easy-to-use and convenient ways to use the application. Doing so, can improve services catered in the platform. |
| Service Quality and Customer Relationships | To maintain long-term Customer Relationships and Consistent Service | Customer Satisfaction and Customer Loyalty would indicate that the business is well-prepared and constructed to be customer-friendly           |

**1. Through creating sustainable and innovative working conditions for both the workers and patients** - It would enable the business to ensure that the business is well assessed and clearly identifies the risks and control measures needed to follow such as:

**1a.** Focusing on improving virtual consultations

**1b.** A convenient telemedicine care that would reduce the need for trips to hospitals and face-to-face therapy or consultations.

**2. Redesign the ways of safety and health measures** - As technology continues to develop, our healthcare and way of giving-out exercises or pre-wellness activities to aid individuals with their mental health.

MentaliCare's way towards controlling and evaluating how their business provides services is through Telepsychiatry. This is simply the process for the patient and the supporting psychiatrist. The pandemic has caused tremendous negativity to most individuals, from students, workers, medical frontliners and everyone critically affected by the crisis.

### **Performance stewardship and accountabilities**

In terms of the concept of Stewardship, this defines different individuals who are performing their responsibilities that are done in companies to emphasize their different factors in many ways and this also finds a long-term method to enhance their distinction to their

customers (Hartman, n.d.). In its Business Approach, an article from Ahmed (2019) elaborated that Stewardship for both Service-Oriented approach and Stewardship for Small Businesses by providing an approach that shows how businesses both establish the mission, vision and its values provided in the company itself. In a start-up business, they are originating their mission in an established company that takes into their narrative in promoting the business to the community and can create help in teaching other ways to form their own initiative. Pettit (2018) elaborated the concept of Accountability in Entrepreneurs and he stated that it establishes a better approach to provide higher production and how they will perform better in their business. This focuses on entrepreneurs who are establishing a business to identify your direction in your actions and being responsible to your business.

### **MentaliCare's Approach on Performance Stewardship and Accountabilities**

The Performance Stewardship that MentaliCare will provide being a Start-up business with a Tele Psychiatric Approach for patients who will be scheduling their appointment for those who are dealing with Mental Health problems such as Anxiety and Depression. MentaliCare will provide smooth transactions by prioritizing first the patients who booked their scheduled tele psychiatric consultation using the app. Like in this current situation, different medics in hospitals provide a medical certificate once a patient books for their appointment using the SeeYouDoc app (Sarao, 2020). In MentaliCare, hired psychologists and psychiatrists will be liable in establishing medical certificates for their patients who book their appointments, and they will be sent to their respective tele psychiatric app accounts of the patients.

In operating the tele psychiatric social enterprise, once they encounter a problem like if the patient was complaining because of the advice like it did not follow, then different hired psychiatrists and psychologists will encounter problems in their business. The higher heads of MentaliCare are the ones who are responsible to operate the said enterprise by providing permits from different agencies such as business permits like Department of Trade and Industry, registering your Business Name from the Intellectual Property Office of the Philippines and the National Center for Mental Health. Once a service of the social enterprise was operated without a business certificate, it may cause repercussions such as a fine of a higher money, closure of your social enterprise and it can also lose your distinction to your start-up business (CSC, 2019).

MentaliCare will be accountable in order to secure different business permits and hire licensed psychologists and psychiatrists in providing help to their respective patients and rest assured that these professionals will be accountable once patients encounter concerns from these professionals.

### **Operational Standards and Guidelines**

Mentalicare has a group of people with expertise in human behavior that includes psychologists, psychiatrists, psychotherapists, and other social volunteers in mental health campaign.

#### **Verification of customer's identity.**

*Scope:* Applies to any walk-in customers/patients in all the branches and those avail online consultation sessions.

*Responsibilities:* All branch employees assigned to the counter have duties and responsibility to verify customer/patient's identity.

*Procedure:* Assigned employees must verify each customer's identity before performing any procedures. The customer is requested to present a valid ID with photo ID and signature.

#### **Inform the customers of the procedures that will happen in every session.**

*Scope:* Applies to any walk-in customers/patients in all the branches and those avail online consultation sessions.

*Responsibilities:* All branch employees assigned to the counter have duties and responsibility to inform the patients of the initial procedures that are needed in every session.

*Procedure:* Initial briefing will be conducted by the employee assigned to assist patients. Further information of the specific procedures will be given to the patients by the practitioner/staff assigned to conduct the session.

#### **Signing of agreement forms.**

*Scope:* Applies to any walk-in customers/patients in all the branches and those avail online consultation sessions.

*Responsibilities:* The practitioner/staff assigned to conduct the session have duties and responsibility to request the customers to read and understand terms and conditions.

*Procedure:* Walk-in patients are required to sign the form with a printed name using a black pen and the staff is required to verify the signature with the valid id presented by the patient. Online patients are required to send a copy of the form with their signature with printed name to Mentalicare's email address for the scheduled session. A staff needs to verify this before scheduling a session.

### **Customer evaluation is required.**

*Scope:* This should be done to all the customers/patients before conducting each session.

*Responsibilities:* Staff assigned to assist customers are required to provide tests for initial evaluation.

*Procedure:* Customers/patients are required to answer personality and evaluation tests conducted by a staff before session.

### **Recording of progress report.**

*Scope:* Applies to any walk-in customers/patients in all the branches and those who avail online consultation sessions.

*Responsibilities:* The practitioner/staff assigned in conducting the session has this responsibility.

*Procedure:* Practitioners/staff are required to take notes regarding the evaluation before, during and after sessions for recording and evaluation purposes.

### **Confidentiality protocol**

*Scope:* Applies to both the practitioner/staff assigned to conduct the session and the customers/patients.

*Responsibilities:* The practitioner/staff assigned to conduct the session is responsible in keeping all the things shared confidential between them.

*Procedure:* All the information shared during the sessions are confidential between the person who conducted the session and the customer. Disclosure of information is prohibited except in necessary circumstances.

## **Business Planning**

As cases of COVID-19 continue to increase and needed support groups are vital in fighting against this pandemic, MentaliCare would become a timely platform that would serve as a support application that would cater to Mental Health problems and needs.

According to Dellabella (2019), as the continuous prevalence of the pandemic rises, mental illness has also joined against our fight towards this pandemic. In which the applications can now serve as a helpful way to engage the people who are unable to attend or go to psychiatric support sessions physically. Mental Illnesses such as depression, anxiety, tension and even stress continue to grow. As fears of the pandemic arises, this platform would serve the mental needs of individuals. This will become an application that engages individual virtual communication with Psychologists.

## **Our Market**

Mental Health Assistance caters to wide-public and provides job opportunities to individuals that have vast experience towards mental health counselling. Jotted down below would be our magnified market.

- Cognitive Disorders with emotional and psychological illnesses
- Patients diagnosed with Depression and Anxiety
- Socially Isolated Individuals of a Community
- Poverty and Legal Financial Issues

## **Business Planning: Role of the Company to Consumers and Company Advantages**

1. MentaliCare is a representation of virtual cognitive repair of mental health. Every well-being of an individual is valued, and communities should learn how to value these specific issues in our society. Psychological Challenges came from different reasons and various factors in an individual's life, and these should specifically be attended to, to help an individual cope with the difficulties faced.

2. MentaliCare is a one-stop app platform. It is a way to promote the digital age of aiding mental illnesses. Tips, exercises, and consultations can now be executed through smartphones. Examining one's social issues that may continue to influence a person's character can now be discussed virtually.
3. Targeting the public market and specific consumers that want to cater to services that offer mental health aiding and needs. The application is like Telemedicine applications in the Philippines such as "HealthNow PH". The advocacy by which aims to reduce mental health problems in the country. This would also expand the individual's knowledge on how big of an issue mental illness is in one's life.
4. Virtual Consultations and Application-Based Platform are now accessible by the public through their mobile phones. MentaliCare aims to create a community that promotes mental health benefits. Rest assured, MentaliCare is equipped with certified and legitimate psychiatrists that have enough experience to cater to individual mental issues.

## **Goals and Incentives**

### **Goals of Mentalicare**

The goal of MentaliCare is to provide a Social Enterprise that can **cater to patients who encounter mental health problems** (especially in the current situation right now). Many people in the current situation are encountering depression and anxiety because of different situations we are experiencing right now like Online Classes, being alone or losing a loved one. With MentaliCare, the goal is to provide an approach that can cater their patients on how they will give advice from the psychiatrist/psychologist on how they will cure your mental health condition in a healthier way.

Another goal is to **establish a virtual based approach for their patients**. Nowadays hospitals are full and sometimes they cannot accommodate their patients by consulting their psychologists or psychiatrists. With MentaliCare, it promotes how the tele psychiatric app can promote the value of patients who can seek concerns because of their Mental Health Problems.

Their goal is to establish a more digitized solution to cater more patients being treated by licensed psychiatrist/psychologists with their problems through a digital based platform.

Another goal is to **enhance the skills of their hired psychiatrist/psychologist**. MentaliCare will provide webinars for professional psychiatrists or psychologists who will be assigned to this tele psychiatric app. The goal is to provide training for psychiatrists/psychologists in order to treat the patients who need consultations to have their knowledge about different mental health disorders. This training can enhance its satisfaction to their patients if this application will be effective to its customer satisfaction based on their advice to their patients.

Lastly, is to **increase the marketing approach through social media**. To strengthen the approach of the Tele-psychiatric app, MentaliCare will enhance the use of Social Media platforms in order to promote how they will deal with mental health problems by installing the app.

### **Incentives of MentaliCare**

The different incentives that MentaliCare can offer is how to address the community in solving mental health problems on **how psychologists/psychiatrists treated their patients** better. These professionals hired for MentaliCare have better duties on how patients cure people who encounter Mental Health Problems. The purpose of this approach is to enhance different patients in other communities who encountered mental health problems to provide advice on having proper mental health.

It may **lessen individuals encountering different mental health issues**. The purpose of establishing a tele psychiatric app to people in different communities is to lessen people who encountered anxiety and to give importance to individuals who encountered depression itself. Sixty-four percent (64%) shows that using mental health mobile apps became effective for their users who are experiencing Mental Health problems, according to Lovett (2019). With the use of this tele-psychiatric app, it can enhance its sales by enhancing different individuals who are dealing with mental health issues. Like in this current situation, many people are dealing with

different mental health problems, that is why this app will be more effective in the market and most people will find it more effective to seek help from experts to lessen anxiety and depression for individuals.

## **Systems and Tools**

MentaliCare will be using different software tools to develop an application. This application will have medical professionals who will be providing different treatment and medications for people with mental health affliction. Software tools will be needed to carry on with application development.

### **A. Computer Softwares**

Software or programming tools are different computer programs that are needed to create, maintain and troubleshoot programs. (GoodFirms, 2020) These are development tools that are used by programmers to create softwares. This is greatly an essential to help run the application software.

### **B. Integrated Development Environment**

IDE is a type of computer software that gives assistance to developers in creating softwares. This combines different application development tools in one Graphical User Interface. (RedHat, n.d.)

### **C. BuildFire Development Tool**

BuildFire is a do-it-yourself mobile app developer that is accessible with both Android and iOS systems. (BuildFire, n.d.) Applications developed using this tool can also be available in Tablets. This tool will help the application developer by launching MentaliCare within a short period of time. Buildfire has built-in templates that are customizable for the owners.

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